

## Reducing Smokeless Tobacco Exposure

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### Abstract

**Background.** Tobacco exposure reduction may be an alternative treatment approach among those tobacco users who are unwilling or unable to quit tobacco use. However, very little information is available on the feasibility of this type of intervention, especially in the area of smokeless tobacco (ST). **Aim.** This study examined the effects of various methods aimed at reducing smokeless tobacco use on extent of reduction as assessed by self-reported tins per week, levels of cotinine and of metabolites of tobacco specific nitrosamine. **Procedure.** ST users (N=40) were randomly assigned to 4 mg nicotine gum, non-tobacco mint snuff, brand switching, or elimination of ST use in specific situations. These approaches were used to reduce ST use or nicotine exposure by at least 25% for the first two weeks and 50% the subsequent 6 weeks of treatment. Follow-up sessions occurred at 12 and 26 weeks. **Results.** Significant reductions were observed in tins per week and cotinine levels across all conditions. Among the intent to treat population, the abstinence rate was 25% at 12 weeks. Reduction in nicotine exposure was associated in reduction in exposure to nitrosamines. **Conclusion.** Reduction in ST use may be a viable approach among those resistant to quit.

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